

CLASS SPECIFICATION
County of Fairfax, Virginia

CLASS CODE: 1163 **TITLE:** DIRECTOR OF PUBLIC AFFAIRS **GRADE:** E-08

DEFINITION:

Under direction from the County Executive and subject to County policy, to plan, organize and administer a public affairs program for all County agencies, including ancillary agencies; and to do related work as required.

TYPICAL TASKS:

Plans, develops, and directs, through a comprehensive analysis of the information function, a County-wide public information program;
Attends all meetings of the Board of Supervisors and advises the Board on County public affairs problems and policies;
Supervises the preparation of publications, articles, news releases, speeches, and other materials regarding County services and activities;
Coordinates distribution of news releases and provision of answers to press inquiries by all County agencies;
Chairs County Public Affairs Council;
Provides policy direction, coordination, and technical assistance to County agencies for their public affairs efforts;
Establishes and operates a centralized public response system to handle citizen inquiries and complaints;
Provides liaison with metropolitan news media, citizen groups, the school administration, employee groups, and nearby communities concerning County activities;
Participates in selected civic affairs on behalf of the County Executive;
Assists the County Executive in developing an internal communications program;
Supervises the division's technical services such as editing, photography and composition.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Extensive working knowledge of the principles and methods of public affairs work;
Understanding of the functioning and problems of local government;
Personal poise and speaking ability;
Knowledge of the characteristics, uses and requirements of various public information media;
Knowledge of varied reproduction processes;
Ability to write clear, concise and effective informational material and skill in editing written material;
Ability to establish and maintain an effective relationship with the public, the press, County officials and employees;
Ability to supervise subordinate personnel.

EMPLOYMENT STANDARDS:

Graduation from college in journalism or a related field and seven years of progressively responsible experience in public affairs work, including a minimum of two years of responsible supervisory experience in a large government agency.

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